IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Wei Chin Min et. al
Patent No. : 7,016,866
Issue Date : March 21, 2006
Serial No. : 09/722,341
Filed : November 28, 2000
Title : SYSTEM AND METHOD FOR ASSISTING THE BUYING AND SELLING OF PROPERTY

Art Unit : 3625
Examiner : Cuong H. Nguyen

Attn.: Certificate of Corrections Branch
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL OF REQUEST FOR CERTIFICATE OF CORRECTION

Applicant hereby requests that a certificate of correction be issued for the above patent in accordance with the attached request.

One or more of the errors sought to be corrected were made by the applicant; please charge the requisite fee of $100 under 37 CFR §1.20(a) and apply any other charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 6/19/05

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UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,016,866

DATED : MARCH 21, 2006

INVENTOR(S) : WEI CHIN MIN, SUAD HOOI CHIA, KOK TIH NYEOH, AND MILY LIANG

It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

IN THE TITLE PAGES:

In Item [56] References Cited, U.S. Patent Documents, replace "2002/0023051 A1* 2/2002...Michael et al." with — 2002/0023051 A1* 2/2002 Kunzle et al. 705/38—

In Item [56] References Cited, Other Publications, replace "Beighbeder, Easing workforce reduction, Risk Management, v.47n5, pp.26-30, May 2000* " with — Beigbeder, Easing workforce reduction, Risk Management, v.47n5, pp.26-30, May 2000.*—

IN THE DRAWINGS:

In Sheet 4, Fig. 4, and in Sheet 5, Fig. 5, reference numeral (58) "Backend operational team will update the availability of the product to sold" should read as — Backend operational team will update the availability of the product to be sold —

In Sheet 7, Fig. 7, under the section Product Management, the phrase "Verify if Seller Authenticity" should read as — Verify Seller Authenticity —

In Sheet 11, Fig. 9A, under the section Negotiator Management, the phrase "Informed Current Negotiator of Re-" should read as — Informed Current Negotiator of Appointment —

In Sheet 10, Fig.10, under the section Negotiator Acquisition and Management, the phrase "Assign a Negotiator to a Neighbourhood" should read as — Assign a Negotiator to a Neighborhood —

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It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In Sheet 28, Fig.19F, the phrase "Based on the neighbourhood and property type weightage" should read as — Based on the neighborhood and property type weightage —

IN THE SPECIFICATION:

At column 1, line 62 replace "method" with — methods —

At column 3, line 34 the phrase "recommend properties, but also to recommend tools," should read as —recommend properties, tools,—

At column 6, line 4 the phrase "at least one of" should read as —at least one of the following:—

At column 6, lines 15-20 the sentence "Management of the system **8** includes as least one of maintaining at least one of the application architecture and the technical architecture and creating a management report to monitor at least one of an activity of the user, a performance measure, negotiator performance, and customer service performance." should read as —Management of the system 8 includes as least one of the following: maintaining the application architecture and/or; the technical architecture and/or; creating a management report to monitor an activity of the user and/or, a performance measure and/or, negotiator performance and/or, customer service performance. —

At column 8, lines 4-5, the phrase "by using one of the client computers running a web browser application" should read as — by using one of the client computers and by running a web browser application—

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It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

At column 8, line 9-10, the phrase "the property-for-sale information can be received from the seller at least one of" should read as —the property-for-sale information can be received from the seller by at least one of the following: —

At column 8, lines 29-30, the phrase "at least one of information regarding a duration of a posting of the property," should read as — at least one of the following information regarding a duration of a posting of the property: —

At column 10, lines 20-21, the phrase "the Maintain Property Form is displayed again an indication," should read as — the Maintain Property Form is displayed again with an indication —

At column 11, lines 10-11, the phrase "communicating with at least one of the seller and the buyer" should read as — communicating with the seller and/or the buyer —

At column 12, line 4, the phrase "monitor a status of the application," should read as — monitor the status of the application —

At column 13, line 50, the phrase "young: family, established family, teenager," should read as —young family, established family, teenager, —

At column 16, lines 32-33, the phrase "may includes mapping the user" should read as — may include mapping the user —

At column 17, line 10, the phrase "is ranked fourth most relevant to the user." should read — is ranked fifth most relevant to the user.—

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It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

IN THE CLAIMS:
Claims 3, 4, 5, 6, 13, and 18 should read as follows:

3. The method of claim **1**, wherein:
the character types include at least one of yuppie, expatriate, young family, established family, teenager, elderly, and none; and
the character attributes include at least one of age, income range, marital status, number of children, and nationality.

4. The method of claim **1**, wherein the user is a seller and the customized recommendation is a recommendation to sell a property.

5. The method of claim **1**, wherein the user is a buyer and the customized recommendation is a recommendation to buy a property.

6. The method of claim **1**, wherein assigning the character profile score comprises:
receiving questionnaire answers from the user;
mapping the user in the character profile matrix using the questionnaire answers; and
calculating the character profile score.

13. The method of claim **12**, wherein:
mapping the user in the recommendation object profile matrix comprises passing the character profile score through the recommendation object profile matrix to calculate the recommendation object attribute fit scores indicating, for each

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It is certified that an error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

character type, the likelihood that the user would desire each of the recommendation object attributes; and

calculating the recommendation object profile score comprises:

adding the recommendation object attribute fit scores for each property attribute to calculate recommendation object attribute fit total scores; and

adding the recommendation object attribute fit total scores to calculate the recommendation object profile score.

18. A computer program product, tangibly embodied in an information carrier, for executing instructions on a processor, the computer program product being operable to cause a machine to:

generate a character profile matrix representing the likelihood that a person of at least one character type will fit into at least one character attribute subset;

assign a character profile score to the user using the character profile matrix,

provide at least one of a customized recommendation and a customized opinion to the user based on the character profile score, wherein instructions to assign the character profile score comprises instructions to:

pass a relative weightage preference of a demographic weightage through the demographic weightage to determine a preferred demographic weightage for a plurality of character types;

pass a relative weightage preference of a property weightage through the property weightage to determine a preferred property weightage for the plurality of character types; and

add the preferred demographic weightage for each of the plurality of character types to the preferred property weightage for each of the plurality of character types to determine the character profile score.

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